

ORDER



WKYC

Orders
Order / Rev: 683908
Alt Order #: 06144347
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 05/15/12 / 10/25/12
Order Type: Political

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A25-54
Product Codes: IS-Candidate/US House
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	66	\$83,050.00	\$70,592.50
10/29/12	10/29/12	10	\$6,650.00	\$5,652.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	66	\$83,050.00	\$70,592.50	0.00
November 2012	10	\$6,650.00	\$5,652.50	0.00
Totals	76	\$89,700.00	\$76,245.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WKYC	10/23/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			5		\$300.00		0.00				
E 8	WKYC	10/29/12	10/29/12	M-F 430a-5a 430a News	CM	430a-5a	M - - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M - - - - -			1		\$300.00		0.00				
E 9	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S -			2		\$1,200.00		0.00				
E 10	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	2	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S			2		\$1,200.00		0.00				

Order / Rev: 683908
 Alt Order #: 06144347
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1193

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -----S </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 2 \$1,200.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 NKYC 10/22/12-10/28/12 SUN TDY 8a-9a -----Su :30 (\$1,200.00) 0.00 NM See MG 10.3 [LUR] </div> </div>															
<div> <div> 2 NKYC 10/22/12-10/28/12 SUN TDY 8a-9a -----Su :30 (\$1,200.00) 0.00 NM See MG 11.9 [NA/Oversold] </div> </div>															
<div> <div> 3 NKYC 10/28/12-10/28/12 Browns Tonight Browns Tonight -----Su :30 \$1,200.00 0.00 NM Ⓜ MG for 10.1 10/28 </div> </div>															
E 11	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$4,700.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -TWTF-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$700.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a -TWThF--- :30 (\$700.00) 0.00 NM See MG 11.9 [NA/Oversold] </div> </div>															
<div> <div> 2 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a -TWThF--- :30 (\$700.00) 0.00 NM See MG 11.6,11.7,11.8 [NA/Oversold] </div> </div>															
<div> <div> 3 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a -TWThF--- :30 (\$700.00) 0.00 NM See MG 11.6,11.7,11.8 [NA/Oversold] </div> </div>															
<div> <div> 4 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a -TWThF--- :30 (\$700.00) 0.00 NM See MG 11.6,11.7,11.8 [NA/Oversold] </div> </div>															
<div> <div> 6 NKYC 10/27/12-10/28/12 Sa-Su 10a-6p 1030a-6p -----SaSu :30 \$700.00 0.00 NM Ⓜ MG for 11.2,11.4,11.3 </div> </div>															
<div> <div> 7 NKYC 10/27/12-10/28/12 Sa-Su 10a-6p 1030a-6p -----SaSu :30 \$700.00 0.00 NM Ⓜ MG for 11.2,11.4,11.3 </div> </div>															
<div> <div> 8 NKYC 10/27/12-10/28/12 Sa-Su 10a-6p 1030a-6p -----SaSu :30 \$700.00 0.00 NM Ⓜ MG for 11.2,11.4,11.3 </div> </div>															
<div> <div> 9 NKYC 10/27/12-10/27/12 Sat Prime A 8-9p -----Sa- :30 \$1,900.00 0.00 NM Ⓜ MG for 10.2,11.1 </div> </div>															
E 12	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 M----- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$700.00 0.00 </div> </div>															
E 13	WKYC	10/23/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -TWTF-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$250.00 0.00 </div> </div>															
E 14	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 M----- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$250.00 0.00 </div> </div>															
E 15	WKYC	10/23/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-TWTF--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 -TWTF-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$250.00 0.00 </div> </div>															
E 16	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 M----- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$250.00 0.00 </div> </div>															
E 17	WKYC	10/23/12	10/26/12		CM	11a-1230p	-TWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00

Order / Rev: 683908
 Alt Order #: 06144347
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1193

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 38	WKYC	10/27/12	10/27/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2				\$650.00		0.00			
E 41	WKYC	10/23/12	10/23/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	2	\$4,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		2				\$4,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/22/12-10/28/12	Tues Prime Other		Various	(8:00 PM-10:00 PM) -T-----	:30		(\$4,000.00)		0.00	NM		
		See MG 41.3,41.4 [Program Change. Wrong inventory code]													
	2	NKYC	10/22/12-10/28/12	Tues Prime Other		Various	(8:00 PM-10:00 PM) -T-----	:30		(\$4,000.00)		0.00	NM		
		See MG 41.3,41.4 [Program Change. Wrong inventory code]													
	3	NKYC	10/23/12-10/23/12	Tue Prime A		8-9p	-T-----	:30		(\$4,000.00)		0.00	NM		
	Ⓜ	Credited													
	4	NKYC	10/23/12-10/23/12	Tue Prime A		8-9p	-T-----	:30		(\$4,000.00)		0.00	NM		
	Ⓜ	Credited													
E 42	WKYC	10/23/12	10/23/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	2	\$3,900.00	P-3	0.00	NM	2	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		2				\$3,900.00		0.00			
E 43	WKYC	10/24/12	10/24/12	Wed Prime B Wed Prime B	CM	9-10p	--W----	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		2				\$5,000.00		0.00			
E 44	WKYC	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$7,500.00		0.00			
E 45	WKYC	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2				\$1,800.00		0.00			
E 46	WKYC	10/23/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS-	:30	3	\$1,600.00	P-5	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTFSS-		3				\$1,600.00		0.00			
E 47	WKYC	10/29/12	10/29/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,600.00		0.00			
E 48	WKYC	10/28/12	10/28/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	2	\$2,000.00	P-3	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2				\$2,000.00		0.00			
N52	WKYC	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$7,900.00	P-3	0.00	NM	1	\$7,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1				\$7,900.00		0.00			
N53	WKYC	10/27/12	10/28/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	1	\$700.00	P-5	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		1				\$700.00		0.00			
Totals													76	\$89,700.00	